

**CHATTANOOGA–HAMILTON COUNTY BICENTENNIAL LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE**

MINUTES

BOARD MEETING – APRIL 20, 2010

4:30 P.M.

The Board of Directors of the Chattanooga–Hamilton County Bicentennial Library met on April 20, 2010, at 4:30 p.m., in the Board Room with Mr. David Turner presiding.

The following members were present: Clif Cleaveland
Herb Cohn
Tom Griscom
Pat Kelley
David Turner

Also present were, Kim Fahs, Friends' Executive Council; David Barlew, Jenni Berz and Maria Matthews, all of the Eastgate Library Action Committee; David Clapp, director; Eva Johnston, assistant director; Andria Davis, community relations coordinator; and May Langmann, administrative assistant.

APPROVAL OF THE MINUTES OF THE MARCH 16, 2010, BOARD MEETING:

Dr. Clif Cleaveland moved that the minutes of the March 16, 2010, meeting be approved, Mr. Herb Cohn seconded the motion and the minutes were unanimously approved and carried.

A quorum was not present. Approval of the minutes will be ratified the next time a quorum is present.

TREASURER'S REPORT:

Ms. Mary Lou Drazich was absent. Mr. David Clapp reviewed the March financial statement.

Income:

Our receipts are where we expect them to be. We are down slightly in the library store but the number of passport applications has really picked up. Our endowment interest is down from where we expect it to be and this will be discussed with Dick Schubert.

Expenses:

We are doing very well overall.

On-Demand:

We had income of \$3,900.00. We now have a net income of \$1,486.01 at the end of March. We have been regularly spending money for downloads. For Recorded Books we paid \$12,400.00 and we have been buying Overdrive download materials of almost \$18,000 this year.

FRIENDS' REPORT:

Mrs. Kim Fahs reported that last week was National Library Week. The Friends took treats to all the staff at the branches.

The bad news is that the Friends lost their spot for the book sales at Northgate Mall. One of the stores felt like the Friends were impinging on their business. The Friends are actively looking. Warehouse Row has offered their space but there is a problem with parking. Mrs. Fahs asked the Board members if they know of any place with good foot traffic, free parking, ease for us to move books in and out of and the Friends can use it for a long time for free, to please let them know. She thinks they will probably end up at Warehouse Row for the summer but they would really like to have a spot similar to Northgate Mall.

Replying to a question from Mr. David Turner, Mr. David Clapp said Miller Plaza's Waterhouse Pavilion was not a very large space and parking is an issue. He said our main problem is that we have so many books we need to move in a very short period of time and to pay to do this several times a year really cuts into the amount earned so our goal is to find another high profile location like Northgate Mall that is indoor that we can go to. Mr. Herb Cohn said one advantage of the Warehouse Row is the TVA complex plus city hall so we might be tapping into a new market but the problem is the parking. Mr. Tom Griscom asked Mr. Clapp how much space we need? Mr. Clapp said we put about 100,000 books in this sale so there are dozens and dozens of tables set up. Mr. Griscom suggested talking to the people at Walmart. People who go to the book sale are probably people who shop at Walmart and he said the girl scouts and sports groups are outside but why not talk to the Walmart people and say, "You've got all these stores in the area – would you be willing for us to come in and do this in your store." Maybe the Friends can even break the sale into pieces inside different Walmart stores. Mr. Clapp said the Knights of Columbus volunteer their time and we also rent vehicles to ship these books out. We end up spending several thousand dollars moving them to this one location and then we have a storage place that we move books from. Mr. Griscom suggested we also go to the City mayor and say "Do you think we can get some of the parks people who might be able to help us move these?" rather than worrying about the Knights of Columbus. Mrs. Fahs and Mr. Clapp agreed it is a good suggestion.

Mrs. Pat Kelley mentioned having a tent in the Walmart parking lot but Mr. Cohn said the weather is a concern because the book sale lasts 10 days. The security of the books is also an issue. Mrs. Fahs said maybe the Friends need to look at having a weekend sale instead of 10 days.

Mrs. Kelley said Heritage Park has a great community facility that could be a possibility. It may not have the great foot traffic that Northgate Mall has but it has a big playground so there are a lot of families specially in good weather. Bad weather is a problem but if we advertise it enough and had a space donated, it could be a possibility. Mrs. Fahs said she will discuss this with the Friend's committee. She said that two smaller book sales might be better. Eastgate wants to have one; Ooltewah/Collegedale would like one.

EASTGATE LIBRARY ACTION COMMITTEE REPORT:

Ms. Jenni Berz told the Board that Nan Zumeta, the chair of the Eastgate library advisory council, asked David Barlew, Maria Matthews and herself to come and speak on her behalf and tell the Board about some of the things that are going on in Brainerd. She thanked Mr. Clapp for being so supportive of the plans that have been going on since 2008 that led up to the master development plan that they will show today. They want to give the Board a framework of how this all came about and what part the library plays in all of this. The Eastgate library advisory committee has started to really talk to citizens and residents and business owners and developers and worked hand-in-hand with the Brainerd Mission. Ms. Maria Matthews is the connection to the Brainerd Mission of the DAR and SAR.

Ms. Berz distributed copies of the complete plan for the Board to review. She described how Council woman Carol Berz brought community leaders together to talk about what their vision for this area is for the next 5–10 years. She mentioned that this group did its research by looking at the movement towards communities and connectivity in the national level and it became apparent that we are not the only community that is looking at how suburban areas are needing to reinvent themselves. Their research showed that the catalyst for this was that we have this wonderful library that has stayed the course even through the comings and goings of the Eastgate Town Center and Brainerd Village and the other was the Brainerd Mission which has been there. Of about 9 missions in this region, the Brainerd Mission cemetery is the only one that is still “standing”. The rest have been developed over so it is rich history for our area and nation.

Ms. Berz proceeded to show slides of the project. Mr. Barlew helped describe the plans shown on the screen. Some of the things this committee looked at are alternatives to anchors instead of the usual mall or big box store. Because of the diversity of this area—it is bordered by neighborhoods, life-long learning center (there are 4 colleges here), there is the library and the Mission cemetery, the airport and an area which is like mid-town between Enterprise South and downtown—it did not seem right to find a big box store; it seemed to find something that would connect people and bring people back to this area.

Mr. Barlew described the parts of the master plan. He reiterated that this is simply an idea put together with the input of hundreds of people in the Brainerd community. He talked about the different areas in the plan. He commented on the article from *Time* magazine and the piece from David Brooks which he distributed to the Board which discusses this movement of essentially recycling the suburbs. He mentioned Detroit and Youngstown, Ohio, enacted similar plans to address underperforming areas of their city. He is in contact through the Associated Press with the City of Detroit and soon to be with Youngstown, OH, to find out how things are going. He reiterated that the overall concept is to create an active, mixed-use space for education and commerce and civic activities as well as maybe, recreation.

Replying to a question from Mr. Cohn, Mr. Barlew said they have been in touch with the property owners who are very interested in the project. Clearly, the areas out there are underperforming in terms of tenant space occupancy so they are going to be happy with anything that will increase their occupancy. Ms. Berz said the property owners have been on board from the first meetings.

Dr. Clif Cleaveland said it is a very attractive idea for an area that is a bit tired. Mr. Barlew said their hope was that, in the same way Coolidge Park revitalized North Chattanooga, Mission Park might do the same for Brainerd.

Mr. Cohn said he grew up in Chattanooga and Brainerd was a very vital community; very diverse population and it is sinking. It needs something and he thinks this would be great.

Replying to Mr. Cohn's question, Mr. Barlew said what they are asking from the Board is first of all, that the Board is interested in the idea; and second, the Board would be willing to get behind the idea. They are hoping that if they can get the library Board, the property owners, the different parties that surround the project all on the same page, that they can then go and apply for grants. Mr. Cohn asked if the City and County politicians are supporting the idea. Mr. Barlew said so far, it is yes. Council woman Carol Berz is clearly in support of it as is Russell Gilbert who represents District 5. The mayor has also expressed his support in his *State of the City* address. The mayor is looking at the Organization for Livable Communities to help partner with the City. They are the same people that worked with Chattanooga Ventures when the downtown was developed. Mr. Barlew further said he has been in contact with Joanne Favors and Andy Berke and their offices told him that when things improve for the state economy, this would be something they would be interested in getting funding for. He added that they have not approached the County yet.

Dr. Cleaveland said he likes the idea of the library being an anchor for this project. He mentioned that the levee at Brainerd is one of the great untapped natural resources for this whole area. Ms. Berz agreed that the levee is part of the plan.

Mr. Barlew mentioned that in the library consultants' report they mentioned taking one of the branches and turning it into a showcase type of branch. Clearly they feel Eastgate can be that branch.

Mr. Cohn asked Ms. Matthews how the group she represents fit into this. She replied that they are the owners of the property of the cemetery and they are very concerned about its preservation. They are hoping to meet with funders to make the interpretative center and archival center (which would be an extension of the library) happen.

Mr. Turner asked Mr. Barlew if they have any ideas for new roadways to make it easier to get to the Eastgate Town Center. Mr. Barlew said that is one of the major parts of the plan to really open up the place.

Mr. Turner stated that he really likes the plan. It might provide a "springboard" to do it in other areas of town. Ms. Berz said they hope this serves as a model just like what happened in North Chattanooga served as a model for what is happening on Main Street. Mr. Barlew added that the District 6 Public Arts Committee that Carol Berz's office set up, set out as their goal to create a public art park near the Brainerd tunnels and after just a few months of working, was a success and now Hixson is trying to do something similar. Mr. Barlew said the property owners and Eastgate Town Center vendors really see this as the thing that is going to jump start this area again. Ms. Matthews said there are four primary initiatives besides the development. They are: the cemetery, the library, the interpretative center for the Brainerd Mission cemetery, and the archival center.

A short discussion followed on the kind of residential development for the area. Mr. Barlew said their intention is to create a diversity of housing—different income levels, different types to create a diverse environment that would be accessible to all kinds of people. The zip code 37411 is the most diverse zip code in Chattanooga in terms of any social variable and they want to maintain that. There are almost 19,000 people in that zip code.

The Board thanked Ms. Berz, Mr. Barlew and Ms. Matthews for their presentation.

DIRECTOR'S REMARKS:

Mr. Clapp reported that the Auburn Design Group created five different designs for platinum level LEED certified buildings. These are all plans for replacing the downtown library. Among the design ideas there are common elements that we intend to put in any new developments we have here or in the branches. These are LED lighting, different means of controlling the HVAC and other elements that we can install now. He told the Board that they are welcome to review the materials. He has all 5 proposals in his office and he will put them on display shortly.

Mr. Clapp wanted to discuss the option of doing a facilities master plan that would be an infrastructure support for the Brainerd project or other projects that we might want to do around the city.

Mr. Turner commented that he and Mr. Clapp had a very effective meeting with Commissioner John Allen Brooks. The commissioner encouraged one-on-one meetings with the various city council and county commissioners. He mentioned 4 or 5 county commissioners he thought could be supporters if we could address their concerns in one-on-one meetings. The other thing he mentioned was, because of Curtis Adams leaving, the County Commission will probably do a continuing resolution before they decide their budget. That may be in August, so there is still time to address things. One of the things he mentioned is that addressing it during the campaign or

before things are resolved may not be as effective as after that is resolved. We have the option here now for the hearing and for the month or so after, to reach out to the county commission and city council people about these budget issues. The City will decide its capital money after this initial hearing is done and if the County does not choose to settle theirs until August, we have time to address their questions as well.

Our official date and time for the budget hearing is Thursday, May 13, at 10:30 a.m. Mr. Clapp said any Board member that can be there and can afford to be there for about an hour or so after our initial time would be most welcome as a show of support for our efforts.

Mr. Turner mentioned that our budget request this year is to open our branches 5 days a week. We have a significant request for improving our automation. Mr. Clapp said that has been a huge issue for us in maintaining hours in the branches. A lot of staff time is involved with checking out books. Modern libraries cover 80–90% of their circulation of materials through self-check stations. These work if you have a good automation system. Right now we have a very inefficient system that was designed in 1995 and has not been updated in many years. He described what the new systems can do which is much more efficient and cost effective. A new system would pay for itself in 5 years or less when figuring in personnel cost savings. Even if there were no savings in personnel costs, it would pay for itself in 6 years.

There were no other comments or discussions. Mr. Turner adjourned the meeting at approximately 5:25 p.m.

Pat Kelley
Secretary